

MERIT DEFENSIVE DIRECT MAIL

February, 1995

K410

| EXPENSE | CIRCULATION | COST/ITEM | ESTIMATED REDEMPTION | UPC REQUIREMENT | TOTAL COST | UNITS MOVED | ESTIMATED REDEMPTION | ACTUALS |
|--|----------------|-----------|-------------------------|--------------------|--|--|---|------------------------------------|
| LBCo: | | | | | | | | |
| 202 Production/Paper/Postage LESS EST #6080-94 EXP IN '94 | 826,374 | \$0.59 | EST #6001-95 | | \$404,079 (\$172,427) | | per 10/23/95 LB report ARTWORK PER G/L \$700,224 | \$700,224 |
| COUPONS: | | | | | | | | |
| 360 Ultra Loyals (3) \$1.00 Off Carton or 4-Packs | 237,219 | \$3.30 | 30% | | \$234,847 | 42,699,420 | 30% | \$249,493 |
| Loyal (3) \$1.50 Off Carton or 4-Packs | 239,360 | \$4.80 | 25% | | \$287,232 | 35,904,000 | 25% | \$285,988 |
| Vulnerable (3) \$2.00 Off Carton or 4-Packs | 57,584 | \$6.30 | 20% | | \$72,556 | 6,910,080 | 20% | \$78,265 |
| Unknown (3) \$2.00 Off Carton or 4-Packs | 292,211 | \$6.30 | 20% | | \$368,186 | 35,065,320 | 20% | \$353,905 |
| SURVEY-KEYING EXPENSED IN '94 | #6805-94 | | | | \$80,000 (\$80,000) | | | \$967,651 |
| KEYING UNDELIVERABLES | #6800-95 | | | | \$343,992 | | per 10/23/95 LB report | \$11,033 |
| TOTAL | 826,374 | | | | \$1,883,319 (\$305,415) | 120,578,820 1,577,904 | | \$1,678,908 (\$101,004) |
| FAVORABLE/(UNFAVORABLE) | | | | | | | | |
| TOTAL BUDGET | | | | | | | | |
| CPM | | | | | \$15.62 | | | |
| LESS 1994 CARRYOVER | | | | | (\$172,427) | | | |
| ADJUSTED BALANCE | | | | | \$1,405,477 | | | |

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MERIT DEFENSIVE DIRECT MAIL
JUNE, 1995
K420

| Expense | LBCo: | CIRCULATION | COST/ITEM | ESTIMATED REDEMPTION | UPC REQUIREMENT | TOTAL COST | UNITS MOVED |
|----------------------------------|------------------------------|-------------------|-----------|-------------------------|--------------------|---------------|--------------------------|
| | 202 Production/Paper/Postage | 712,565 EST #6004 | | | | \$900,000 | \$737,502 as of 11/9/95 |
| COUPONS: | | | | | | | |
| 360 Ultra Loyal | | 216,964 | \$3.30 | 35% | | \$250,593 | 45,562,440 |
| (3) \$1.00 Off Carton or 4-Packs | | | | | | | |
| Loyal | | 216,061 | \$4.80 | 30% | | \$311,128 | 38,890,980 |
| (3) \$1.50 Off Carton or 4-Packs | | | | | | | |
| Vulnerable | | 55,928 | \$6.30 | 25% | | \$88,087 | 8,389,200 |
| (3) \$2.00 Off Carton or 4-Packs | | | | | | | |
| Unknown | | 226,301 | \$6.30 | 25% | | \$356,424 | 33,945,150 |
| Competitive Continuity | | 51,311 | \$6.30 | 12% | | \$38,791 | 3,694,392 |
| (3) \$2.00 Off Carton or 4-Packs | | | | | | | |
| | | 766,565 | | | | | |
| INCENTIVES | | | | | | | |
| 133 1 GALLON JUG | | | UNIT COST | FORECAST | UPC'S | | |
| 48 QUART COOLER | | | \$5.24 | 12,696 | 60 | \$66,527 | PER G/L INCENTIVES ARE |
| ICE TEA/LEMONADE SET | | | \$13.95 | 14,076 | 100 | \$196,360 | UP TO \$433,623 - BUDGET |
| | | | \$17.45 | 7,000 | 115 | \$122,150 | IS FOR \$385,037 |
| Merit 1995 June Def | #6805-95 | | | | | \$114,357 | as of LB report 10/23/95 |
| TOTAL COST | | 1,533,130 | | | | \$2,444,417 | |
| FAVORABLE/(UNFAVORABLE) | | | | | | (\$287,155) | |
| TOTAL BUDGET | | | | | | \$2,157,262 | |
| CPM | | | | | | \$12.87 | |